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RAY LEWIS
Editor and Managing Director

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THANKS FOR THE IDEA BERNARD SHAW!

BERNARD SHAW is perhaps the most talked of and written about literary scribe of his and our generation, not only in his own country, but among all nations who claim to be civilized.

Either one likes Bernard Shaw tremendously, or one does not. We observed, that at the time when Bernard Shaw used the Radio to deliver a message to the United States, Bernard Shaw in truth became "a prophet in his own country", for Great Britain chuckled, not only at what he said, but the wit of the saying. When Shaw, however, talks about Ireland, and India, he becomes a living example of that quotation, "A man is a prophet everywhere save in his own country". Albeit, this editorial is not intentionally one of Bernard Shaw, and lest he steal all our space, and become "It", in place of a pivot around which we intend to revolve for the admiring glances of our readers, we hasten to remark that a great deal of this international talk concerning Bernard Shaw was started by himself. Shaw has a rather confirmed idea that he is a genius, and he has never been modest, nor reticent, about telling the world how good he is, and maybe he is right!

Therefor, why should we be overcome by modesty, turning the Spotlight away from ourselves, when two publications like The Toronto Saturday Night and the Hamilton Herald, both give us their editorial space?

Thanks for the idea Bernard Shaw, thanks for the editorial space, Saturday Night and Hamilton Herald!

"MOVIE TRIBUTE TO CONFERENCE"

"THE Canadian Moving Picture Digest issued an Imperial Economic Conference Number which will be of considerable interest to those who can get possession of one. It is more of a tribute to Premier Bennett than to the Conference and occasion is taken to compliment him by a number of the Picture magnates on behalf of the corporations they represent. The Digest takes special interest in the Empire-made pictures known as the Sunshine Group and greetings are displayed from a large number of players in the United Artists.

Portraits of His Majesty, King George, of Premier Bennett and Premier Henry, are given, as well as of many screen celebrities. A couple of pages are devoted to the names of British authors in Hollywood productions, which indicates that the American stage is not above benefitting by the use of British genius.

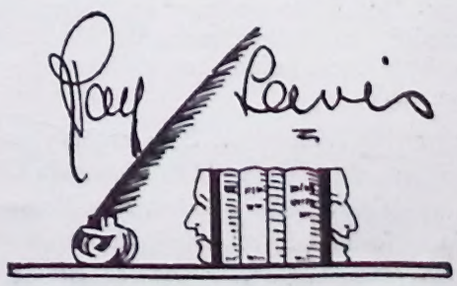
There are several contributions by the editor, Ray Lewis, one of them in verse. Altogether it is a novel idea excellently carried out." (Editorial, Hamilton Herald, Sat., Sept. 10th)

BRITISH FILMS IN CANADA

THERE is so much interest in respect to British Films in Canada, that we take this opportunity of presenting the editorial in the Toronto Saturday Night of August 27th, headed "British Films in Canada", in our Ray Presents column.

We are selecting this particular editorial because it is short enough for us to republish, and because following Bernard Shaw's idea, we are capitalizing upon an opportunity to let our readers know just how good we are.

The Saturday Night of September 10th devoted one full page and a column to British Films, which we will have occasion to later review, but in this instance, it is interesting to note, as we editorially stated last week, that the Industry of Motion Pictures is becoming subject matter for the pen of the editors of the press!



RAY PRESENTS

RAY LEWIS

"THERE has been a noticeable increase in the number of British films shown in this country during the past year and it is very gratifying to record the fact. For while we do not subscribe to the wholesale condemnation of American films which is a popular pastime in ardent nationalist and imperialist circles, we nevertheless feel that the Dominion's dependence in the past upon Hollywood alone for its film entertainment has not been entirely in its favour. The power of the film to influence public taste is of staggering proportions and it is most advantageous for Canada, having no film industry of its own, that it should be in a position to play off one imported culture against another and thus achieve that balance of cultural influences which seems to be its destiny. This applies, naturally, not only to the cinema but to its elder and more dignified sisters, literature and drama and music.

"For that reason Canadian film-goers should also have an opportunity of viewing the productions of continental Europe which for obscure monopolistic reasons have not been available in any large measure in this country. The recent success, for example, of the German musical film, "Waltz in Three-Quarters Time" in the metropolis cities of the Dominion is an evidence that there is an appreciation here of the continental flavor. The association of British with European film companies is therefore gratifying in that it gives grounds for the expectation that the pick of film production the world over will soon be available in Canada.

"IT is always well to remember that popular taste in the matter of entertainment is a wholly personal one, as those experienced in purveying entertainment to the public will testify. The recent success of British films here, after years of heart-breaking attempt, is not due to the fact that they are British, but that they are good. The over-night improvement of British film technique, largely the result of the infiltration of pioneer American and European ideas, has been remarkable. Technicians have accomplished what no amount of sentimental ballyhoo could do. For in the last analysis the man who buys a ticket at the box-office is buying personal entertainment; if it is produced by his fellow nationals, his delight will be enhanced by a local pride; but his first big demand is, "entertain me."

"In this connection, it is salutary to quote from an editorial in "The Canadian Moving Picture Digest" whose editor, Ray Lewis (Mrs. Joshua Smith) is an energetic proponent of British films, but a clear-sighted one:

"IT is interesting, if at times amusing, to hear enthusiastic sponsors of British Films make statements, in respect to British Films which are as far away from fact as any statement could possibly be. For instance some of these ladies, and some editors of our daily newspapers, believe that British Films do not need to be censored, that all British Films should be distributed in Canada.

"These enthusiasts would be surprised to know that all British pictures must pass through the Censor Board; and that some British films have not only been "cut", before they have been censor-approved, but that some British films have been refused the usual exhibition license by the Censor Board, because this Board did not consider these particular pictures suitable for exhibition in Canada! It is also of interest to note that rarely does a Canadian distributor release a British film in Canada without first reviewing it, perhaps several times, in order to eliminate scenes, by way of speeding up the action.

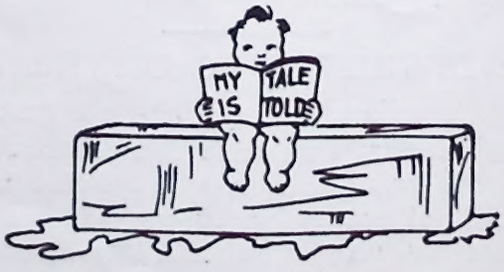
"The Digest's British Film interest is not in need of any interpretation, nor explanation, when The Digest states that there is nothing better than a good British Film and nothing worse than a poor one.

"There is no need to stress poor films, presented by any other country, as an alibi. Sensible persons will realize that one generally substitutes product with "better product", on occasion, with "as good as the best", but very rarely with "as bad as the worst". The British film for Canadian distribution and for U. S. distribution must be as "good as the best", or better!"
(*Editorial, Toronto Saturday Night, Aug. 27th,* 1932)

"The Faithful Heart" was the English Gaumont British feature selected for presentation during the British Film Gala Performance, for the delegates of the Imperial Economic Conference.

Edna Best and Herbert Marshall have definitely established a Canadian following. "The Faithful Heart" gives each of these most excellent of English players a part especially suited to their distinctive ability.

If you liked Best and Marshall in "Michael and Mary", you will love them in "The Faithful Heart". Few pictures have been more splendidly acted, and as usual, in a good English picture, the cast is perfect.



Jewish Telegraphic Agency reports Paramount Display Ads in Hitler Publication

Eclipsing all Records

. . . Canadian Theatres

are using "The Voice of Action" *replacing* other makes of equipment. They have learned *It Pays to Have the Best.*

Enquire Today how you too, may replace unsatisfactory equipment.

RESEARCH PRODUCTS SALES DEPARTMENT

637 CRAIG STREET WEST - MONTREAL, QUE.

Northern Electric

The VOICE of ACTION

SOUND SYSTEM

WESTERN ELECTRIC IN ALL OTHER COUNTRIES

Quoting The Digest

The Cobourg Sentinel Star of Sept. 8th, 1932, publishes the following editorial under the caption of "Trenton Studio".

"The Trenton motion picture studio where it is said pictures are to be made on a large scale, has a past, and if any of Cobourg's citizens are approached with a view to investing money in this "Million dollar project",, they would be well advised to "go slow".

The Canadian Moving Picture Digest says:

'Recently there was a story to the effect that Trenton would house a new million dollar firm to make movies.

"Clive Brook", "Reginald Denny", "Polly Moran", "Dorothy Mackaill", were among a list of stars named and "Alan Dwan", "George Melford", "James Whale" among the list of producers.

Incidentally the announcement did not omit to mention that "a number of important business officials are reported to be interested in the venture, including Sir Herbert Holt, and E. W. Beatty, both of whom have indicated sympathetic interest".

There is a further statement which does not overlook a promise of quota protection from the Prime Minister.

The Digest interviewed a government official, who should know what goes on, or is to go on at Trenton. He had read the announcement, and informed The Digest that it gave him "a great laugh".

However, quite a number of people laughed when the announcement first appeared in connection with "Bairnsfather's Carry On"; and quite a number knew that the laugh was on them when there was no "carry on".

Canadians are advised to "sit tight" on any investment in Canadian Motion Picture production unless the enterprise is managed and under the control of film people who know the business of Motion Pictures; and are in a position to protect Canadian investors.'"

Agitation Brewing Re Paramount Ads

THE Jewish Telegraphic Agency publishes in its Jewish Daily Bulletin an announcement that Paramount is using display advertisements in the Hitler paper called "Angriff" (The Attack), which editorially has advocated taking the moving picture business away from the menacing control of Jews!

A meeting was convened by certain Jewish interests to investigate the Paramount advertising in this "Jew-killing" frenzied sheet!

The report alleges that Paramount is the only moving picture company utilizing such space in this publication, that the UFA Co. is not an advertizer in this paper, despite the fact that UFA is a German film company.

The report which came to The Digest, through Rabbinical sources, was to the effect that the investigating committee are of the opinion that it is the advertising support of Paramount which has enabled this Hitler publication to build itself up into a weekly, and that prior to the alleged Paramount support, the said publication was what might be termed "a fly-by-night sheet".

The Rabbinical council has requested The Digest to publish this story in the hope that Mr. Adolph Zukor, Mr. Sam Katz, Mr. Emanuel Cohen, Mr. Schulberg, Mr. Ralf Kahn, etc., etc., may personally become aware of the information as contained therein, for the Rabbis and The Digest do not believe that these officers of Paramount are aware that they are helping to supply the bullets which editorially incite the killing of helpless old men, the slaughter of women and children, for no other reason than that they are Jews, and that Hitler is utilizing the old political game of race and class prejudice with which to secure a following.

The New Film on Broadway

"STRANGE INTERLUDE", a Metro-Goldwyn-Mayer picture. Cinametized from the play of Eugene O'Neill. Directed by Robert Z. Leonard. Starring Norma Shearer and Clark Gable.

As great a success as "Strange Interlude" was on the stage, this grim, compelling drama of tangled lives, lends itself remarkably well to the medium of the screen. This unusual tragedy, laying bare the souls of men, playing with emotions, tears away the masks that are worn to fool the world. Souls writhe in the all-bearing closeups and as for those famous "asides" in which the characters reveal their inmost thoughts to the audience the stage was a mechanical toy in depicting this feature of the great O'Neill opus. The screen closeups of these silent thoughts are perfection. Lips only move when direct speeches are made, thoughts come out of the silence, as if the very souls were speaking them.

To forget a dead love Nina (Norma Shearer) marries Sam Evans (Alexander Kirkland) and seeking the happiness of a child, finds to her horror that a taint in her husband's blood makes that impossible. To save him from madness should he learn of this and to save herself from a yearning that will bring insanity, she bears him a son of which another man (Clark Gable) is the father. Then follows a life of subterfuge and lies with her lover and her husband. They live a lie which haunts them every moment of their lives, asleep or awake and follows them into old age.

Norma Shearer is not only more radiantly beautiful than ever but surpasses even her own fine performances in the past as Nina the unhappy philanderer. Clark Gable reaches histrionic heights. Alexander Kirkland is a superb choice for the insanity-haunted husband. Other splendid performances were given by Ralph Morgan, Tad Alexander, Robert Young, Henry Walthall, Mary Alden and Maureen O'Sullivan.

"Strange Interlude" is no ordinary photoplay. It is an epic in the annals of cinematography.

Thirty-Two British Features During 1932

(Special to Digest from Winnipeg)

Even the most constant picture-goer will be surprised by the fact that no less than 32 full-length British feature films have been widely shown in Canada since the first of the year. That is a little better than one picture a week. It is a sharp advance over the ratio shown a year ago, and it means that the British talkies are running a winning race.

Cameron Matthews Players

Cameron Matthews and his English players have concluded arrangements with Famous Players Canadian Corp., whereby the Victoria Theatre will open with Matthews English players on Sept. 17th.

Mr. N. L. Nathanson is expected to return to Toronto from Europe, Friday, Sept. 16th.

Famous Players Canadian will not pay next dividend, Press states 96% Paramount-Publix control

Show Business

M-G-M Gives Cortez Lead

Ricardo Cortez will have a leading role in "Flesh", Wallace Beery's next starring picture for Metro-Goldwyn-Mayer. The new film will be directed by John Ford, who made "Arrowsmith". Cortez has been seen recently in "Is My Face Red?" and "Symphony of Six Million".

"Radio Girl" Filming October

"Radio Girl", in which Bebe Daniels will be starred by Warner Bros., is scheduled for production in October, according to a wire from the Coast. The picture will have several musical numbers by Harry Warren and Al Dubin, and Miss Daniels will be supported by a large cast of well known players.

"The Good Companions"

Although no definite selections have yet been made from the artists under consideration for roles in "The Good Companions", Victor Saville is planning to start filming his big J. B. Priestley subject in a week or so for Gaumont British.

New Pitts-Todd Comedy

Thelma Todd and Zasu Pitts will begin their next Hal Roach comedy within a few weeks. In between the comedy series, last of which is "The Soilers", they are given a roving commission by the studio to appear in pictures for other producers.

First Chapters RKO Serial Released Sept.

R.K.O. Radio Pictures is releasing the first three episodes of "The Last Frontier", the twelve-chapter serial produced by the Van Beuren Corporation, on its short subject schedule for September. Other shorts released are "Mickey's Busy Day", the first of the Mickey McGuire comedies released on the 1932-33 program; Pathe Review No. 1 and the first 1932-33 Aesop's Fables, "Bring 'Em Back Half Shot".

New Capitol for Kirkland Lake

The Capitol Theatre has been entirely remodelled, and is now to all intents and purposes a "brand new theatre".

A new ventilating system, additional seats, a new stage and orchestra pit, redecoration, has made the Capitol one of the most modern theatres in the northern part of Ontario.

Hub Theatre, Phoenix, Sask. to be Remodelled

A $15,000 contract has been let by the former Empire Theatre, Phoenix, Saskatchewan, for the remodelling of this theatre, which includes redecorating, new sound equipment, etc.

M-G-M "Prosperity" October Special

Metro-Goldwyn-Mayer will release "Prosperity", the new Marie Dressler vehicle, as a special on October 16th.

Pollard Directs "Let's Go"

"Let's Go", a fast moving story of motorboat racing and yacht piracy on Long Island Sound has gone into production, it was announced at the Metro-Goldwyn-Mayer studios with Harry Pollard directing William Haines, Cliff Edwards and a notable cast.

Karloff for "Invisible Man"

As soon as Karloff returns to Universal from his featured role in "The Mask of Fu Manchu", he will start on H. G. Wells' story, "The Invisible Man", under the direction of E. A. Dupont, best known for his direction of "Variety".

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Lenses, Carbons, etc.
Everything for the Theatre from Sheet to Street.

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TORONTO, ONT.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — "Downstairs", a Metro-Goldwyn-Mayer picture, with Mr. and Mrs. John Gilbert.

UPTOWN—Manager Tom Daley — Paramount picture, the 4 Marx Bros., in "Horsefeathers".

TIVOLI—Manager M. J. Doyle — Will Rogers in "Down to Earth", produced by Fox.

SHEA'S—Manager Jerry Shea — "Hollywood Speaks", a Columbia picture with Genevieve Tobin and Pat O'Brien.

IMPERIAL — Manager H. V. Knevels — Constance Bennett and Neil Hamilton in the Warner picture, "Two Against the World".

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"WITH PICTURES SUCH AS THIS,

England has definitely taken her place among the Film Producing Nations of the World and need fear no comparisons."

—S. Morgan-Powell, Montreal Star.

LOOK!

"The most important picture that has been shown here in some time. A triumph!"

—MONTREAL HERALD

"Another triumphant British film. The story of "The Faithful Heart" will appeal to all who want romance, a refreshing theme and good acting."

—MONTREAL GAZETTE

"A classic if ever there was one!"

—OTTAWA JOURNAL

TOGETHER AGAIN. . .

EDNA BEST

AND

HERBERT MARSHALL

IN THEIR GREATEST TRIUMPH

"THE FAITHFUL HEART"

by MONCKTON HOFFE

THE TANG OF THE SEA!
THE CALL OF ROMANCE!
YOU'LL LAUGH, YOU'LL CRY
BUT YOU'LL BE HAPPY!

YEAR'S WONDERFUL ROMANCE!

LOOK!

"A worthy successor to 'Michael and Mary' and probably the better picture. The picture cannot fail to move those who like to see human beings depicted observantly and understandingly.

"Mr. Marshall and Miss Best give admirable performances."

—OTTAWA CITIZEN

"With pictures such as this, England has definitely taken her place among the film producing nations of the world and need fear no comparisons. Herbert Marshall and his wife, Edna Best, are two of the really outstanding artists of the films."

—MONTREAL STAR

Available!

The appearance of London's and New York's popular acting team in "The Faithful Heart" is being eagerly awaited by Canadian audiences.

BOOK NOW!

Highest Award Screen Masterpiece

"The Faithful Heart" is the picture that was chosen by the Dominion Government for showing to the delegates attending the recent Imperial Conference at Ottawa, in the presence of Their Excellencies Lord and Lady Bessborough and Rt. Hon. R. B. Bennett.

COMING!

MARRY ME
JACK'S THE BOY
ROME EXPRESS
GOOD COMPANIONS
THERE GOES THE BRIDE
SALLY BISHOP
SENSATION
THE OPERA BALL
WHITEFACE
THE FRIGHTENED LADY
LOVE ON WHEELS
BARGAIN BASEMENT
THE MAN FROM TORONTO
THE FLYING SQUAD
MAN OF ARAN
MIDSHIPMAID

A "Sunshine Group" attraction, produced in England by Gainsborough-British Gaumont and distributed in Canada by Regal Films Limited.